

# Visions in Leisure and Business

---

Volume 23 | Number 1

Article 9

---

3-1-2021

## PS

Editorial Staff  
dgroves@bgsu.edu

Follow this and additional works at: <https://scholarworks.bgsu.edu/visions>

---

### Recommended Citation

Staff, Editorial (2021) "PS," *Visions in Leisure and Business*: Vol. 23 : No. 1 , Article 9.

DOI: <https://doi.org/10.25035/visions.23.01.09>

Available at: <https://scholarworks.bgsu.edu/visions/vol23/iss1/9>

This Back Matter is brought to you for free and open access by the Journals at ScholarWorks@BGSU. It has been accepted for inclusion in Visions in Leisure and Business by an authorized editor of ScholarWorks@BGSU.

## **PS**

After the articles were reviewed, a postscript was needed to effectively summarize the issue and point the direction of future development of theme parks and events.

## **POPULARITY**

It is important to reflect upon the assessments of different theme parks and their popularity. The AECOM and TEA are organizations that review theme attractions and events and assess the popularity based upon attendance. Trip advisor is another organization that rates parks and attractions on the basis of visitor evaluations. Even though these evaluations given indication about the popularity of theme parks, there is the aspect of revenues. This information is directly related to the International Amusement Park and attractions Association reports.

The key element during the COVID has been how the theme parks stayed in touch with their clients. The best strategy was developed by Disney in the Disney Plus streaming service. This has been a resounding success. When the economy fully opens and the pandemic is under control, Disney will reap the benefits of such a successful strategy. What the numbers will be when the pandemic is under control is anybody's guess. Whether the numbers provided below will continue directly depends upon the recovery strategies of theme parks. It will be a good amount of time before the numbers will have significant meaning because there will be an adjustment.

TEA

<https://aecom.com/about-aecom/>

[https://www.teaconnect.org/images/files/TEA\\_268\\_653730\\_180517.pdf](https://www.teaconnect.org/images/files/TEA_268_653730_180517.pdf)

<https://www.teaconnect.org/Resources/Theme-Index/index.cfm>

Trip Advisor

<https://www.tripadvisor.com/TravelersChoice-Attractions-cAmusementParks-g1>

<https://blooloop.com/news/universals-islands-adventure-tripadvisor/#:~:text=For%20the%20fifth%20year%20in,Universal%20Studios%20Florida%20in%20Orlando.>

<https://www.tripadvisor.com/TravelersChoice>

## **TECHNOLOGY**

In these articles by Bea Mitchell, she points the direction to the future by focusing on the application of technology in the parks. This is similar to the approach that Emma Jones has suggested. Technology is obviously going to have an important effect upon park and supplier operations. It is the effective application of this technology to make it very interactive and personal. Emily in her article points out the effectiveness is strictly based upon the ability to use the technology and provide the personal touch. This is directly related to the effectiveness of the information provided and its ultimate usefulness. The one aspect that has to be emphasized is that traditional approaches still are the core and base for the success of the parks.

<https://blooloop.com/news/play-disney-parks-augmented-reality/>

12th Feb 2020

<https://blooloop.com/features/disney-robots/>

16th Dec 2020